



COUNTY ROAD ASSOCIATION OF MICHIGAN

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PRESS RELEASE

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VAN BUREN COUNTY ROAD COMMISSION RECOGNIZED BY STATEWIDE ASSOCIATION

LANSING, Mich. – At their Annual Highway Conference, the County Road Association of Michigan (CRAM) recognized the Van Buren County Road Commission (VBCRC) with two CRAMmy Awards in recognition of excellence in public relations.

“The CRAMmy Awards were designed to share successful communication and public relations techniques among the 83 county road agencies,” Association Director, John Niemela said. “They recognize the importance of providing road-related information in unique and memorable ways.”



Larry Hummel and Linnea Colgren Accept CRAMmy Awards on behalf of the Van Buren County Road Commission

VBCRC received a CRAMmy for their efforts to communicate with county residents using social media. The road commission uses Facebook to update residents on the status of projects and crews. More than 400 people now follow the road commission’s activities on Facebook-

<http://www.facebook.com/pages/Lawrence-MI/Van-Buren-County-Road-Commission/157301881059>.

They received a second CRAMmy for their publication, *Transportation Partners*. Nicknamed the Green Book by local officials, the sixteen-page document was designed to educate local and state officials on the duties of the road commission, and the townships' role in establishing and maintaining a safe and efficient road system.

The Van Buren County Road Commission also received an honorable mention for their efforts to improve communication with townships through regular meetings.

“It is obvious the Van Buren County Road Commission has prioritized communicating with the public and operating the road commission in an open and transparent manner,” Niemela said. “These are concepts that should be embraced at all levels of government.”

The County Road Association of Michigan represents the State's 83 county road agencies that collectively maintain more than 75 percent of Michigan roads.

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